

Lulú Almazán

Senior Art Director

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Senior Art Director with over 12 years experience. Proven leader at driving revenue growth through successful creative campaigns. Able to lead a team to develop innovative design strategies. Excellent written and verbal communication skills with the ability to collaborate with top-level executives comfortably.

AREAS OF EXPERTISE:

- Leadership
- Creative Team Management
- Experiential Design
- Art Direction
- Graphic Design
- Event Branding
- Creative Direction
- Design Strategy
- Event and Prop Styling
- Executive Presentations
- Large-Scale Printing
- Mentorship

SKILLS:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Microsoft Office
- Fluent Spanish

PROFESSIONAL EXPERIENCE

Publicis Experiences (PXP) • Chicago, IL • March 2009 to Present

Senior Art Director (2014 – Present)

Manage art directors, freelancers and design interns in design strategy development to build and promote experiences for clients. Ensure every touch point aligns with the overall visual identity and brand narrative.

Key Accomplishments:

- Worked with Walmart's Media and Public Relations teams to design an influencer event for their new apparel line, generating 7.1M+ Instagram impressions alone
- Designed executive keynotes for internal and external presentations, including Melinda Gates's keynote at the 2016 UNGA Goalkeepers event
- Lead a team through a major company restructuring

Notable Clients: Bill & Melinda Gates Foundation, Walmart, USAA, Citibank, Kinder, HBO

Art Director (2011 – 2014)

Oversaw all design work produced by Chicago creative team from conception to launch. Design lead on client calls and presentations. Worked closely with production team and vendors to ensure quality execution, during development as well as on-site.

Key Accomplishments:

- Art directed the visual experience for HBO's Game of Thrones: The Exhibition, which engaged with nearly 100,000 consumers during its 6-city tour from London to Tel Aviv
- Created the visual design for PayPal's Outside Lands sponsorship, taking their brand to music festivals for the first time ever. Event produced \$1.2M in transactions and 69M impressions

Notable Clients: HBO, Samsung, PayPal, eBay, Crest, Johnson & Johnson

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Page Two of Two

Graphic Designer (2009 – 2011)

Created below-the-line campaigns for world-famous brands, aligning with their above-the-line, national campaigns. Worked on Spanish-language event materials along with general market programs.

Key Accomplishments:

- Designed packaging, retail displays and event creative for several Sauza tequila brands
- Translated Coca-Cola's national campaign creative to experiential design for their Mexican national soccer team sponsorship events across the U.S.

Notable Clients: P&G, Coca-Cola, PayPal, Budweiser, Sauza Tequila, Burt's Bees, Mazola

COMMUNITY INVOLVEMENT

Lambda Theta Nu Sorority, Inc. • National Board of Directors • 2011-2013

Director of Marketing

Served on the national board of directors, *La Mesa Directiva*, overseeing the operation of 40 chapters nationwide. Responsible for creating national marketing campaigns and event branding. Acted as executive approver of all chapter marketing materials across the country. Mentored students on an individual level as well as during national conferences.

Key Accomplishments:

- Lead the design and promotion of first charitable credit card
- Created marketing resource materials that included free assets, best practices and basic design training for students
- Created and implemented event branding packages for national events

EDUCATION

Bachelor of Journalism, Advertising

Bachelor of Arts, Graphic Design

University of Nebraska – Lincoln

Involvement: Lambda Theta Nu Sorority, Inc. chapter co-founder and president, Mexican American Student Association (MASA), NU Connections Mentor Program, Summer Institute for Promising Scholars, New Student Enrollment Orientation Leader, Cornhusker Marching Band Leadership, CoJMC's first AAF Most Promising Minority Student, Outstanding Student Leadership Award Semi-finalist